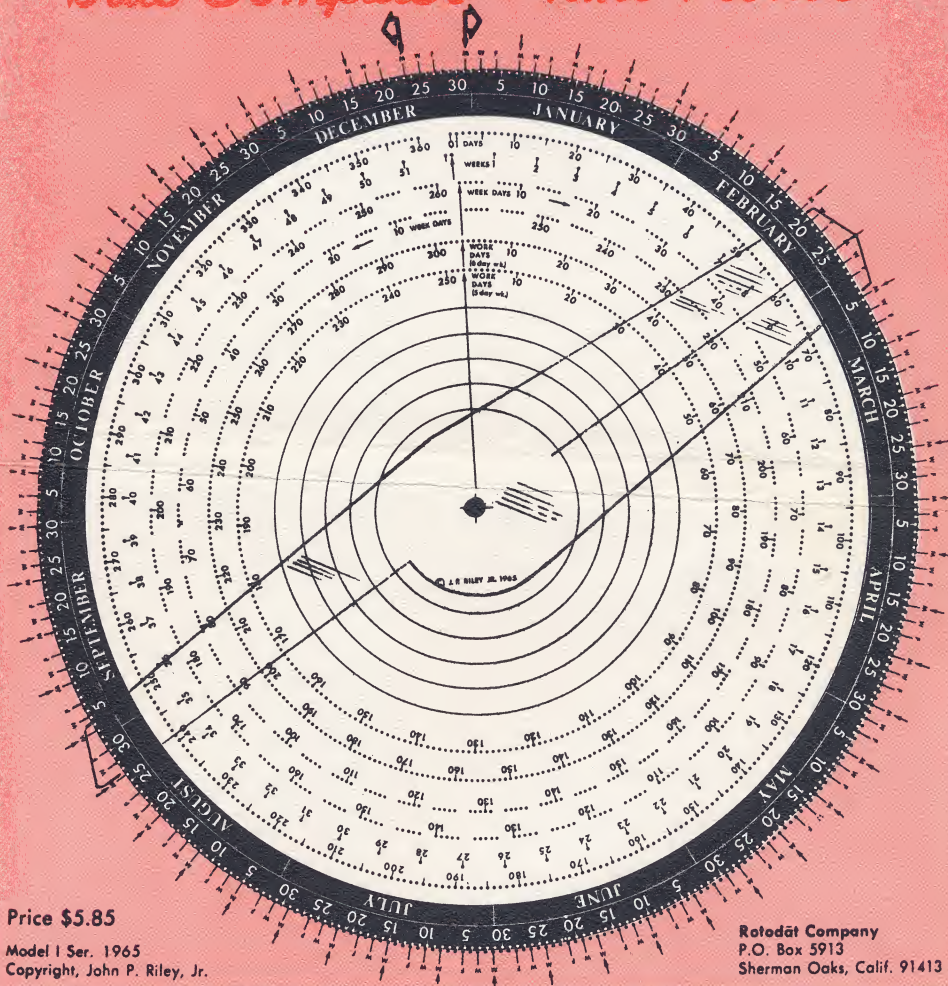


NEW

rotodāt Date Computer • Time Plotter



TWO THIRDS OF ACTUAL SIZE

FOR all who work against deadline dates (don't we all ?)

ESPECIALLY those in Production Control, Construction, Military Shipping, Purchasing, Design, Transport, Planning, Contract Coordination, Sales, «Perters», (and everybody else too)

WHY? to be able to rapidly compute future or past dates; find time intervals between dates. Simple to use (Date slide-rule combined with perpetual calendar) with adjustable time interval scales for days, weeks, week days and work days. Additional uncalibrated circles for special user application (cyclically recurring events, often used time intervals, bar charting of basic project time elements etc.) Durable, high quality plastic construction.



\$ 5.85 each POSTPAID U. S. A.
(\$ 6.10 ELSEWHERE)
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rotodāt *Company*

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SHERMAN OAKS, CALIFORNIA 91413
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THANK YOU
for YOUR INQUIRY:

The Rotodat Date Computer/ Time Plotter has application across the board in business and government organizations. As you already may suspect, slipshod attitudes toward promise dates, deadline dates, etc., is rampant and general in nearly all organizations of any size.

Date errors often are cumulative, causing gross inefficiency, impaired image, or forfeitures under penalty clauses.

Part of the problem can be traced back to human nature. Unless indoctrinated and provided with efficient tools for work simplification, many tend to take the course of least resistance -- they guess at control dates. These "ball-park" estimates are made because the calendar is just not suited to "date-time-date" determinations. The calendar we use today has not changed in principle since the "fasti" of ancient Rome.

Rotodat combines the perpetual calendar and the circular sliderule in an easy to use new concept. Problems like these can be solved in seconds:

What day and date is 19 weeks after Monday, January 10, 1966?

Exactly how many working days (5 day week) are there between November 30, 1965 and February 24, 1966?

What day and date is 85 week days before Tuesday, October 19, 1965?

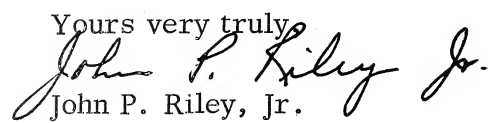
Rotodat sharpens the users concept of time -- makes exact date determination actually easier than "guestimating". Tighter control of time pays off in higher efficiency, improved image, fewer losses, and higher profits. Here are areas in your organization where Rotodat should be evaluated:

Production Control
Systems Analysis
Critical Path Analysis
Traffic/Shipping
Purchasing

Accounting
Planning (Sales, etc.)
Product Planning
Controller
General Management

Single unit orders at \$5.85 are welcomed, but we suggest you order in sufficient quantity to permit prompt evaluation by key department heads. Prices are post paid USA/Canada (California is 4% additional). Just send your check or purchase order. Shipment will be made within two days after receipt of order.

Yours very truly,


John P. Riley, Jr.

P.S. Rotodat is just the thing for "manual CPM" (Critical Path Analysis). If you are not familiar with CPM or want to read a simplified explanation of this new time control technique, so widely discussed today, see the feature article in January 1966 issue of Construction Methods & Equipment, published by McGraw-Hill.

A FEW OF OUR BETTER KNOWN CUSTOMERS

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